

COST SHARE FUNDING PROGRAM TO PROMOTE US LIVESTOCK EXPORTS

U.S. Livestock Genetics Export (USLGE) has received funds which will be available to private breeders, companies, or cooperatives interested in promoting livestock, semen, or embryo sales in foreign markets through June 30, 2004. These funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture.

USLGE sponsors and administer the branded program with the goal of helping the U.S. livestock industry increase the international demand for U.S. livestock genetics.

MAP funding is use to supplement but not supplant private funds that would be used for promotion activities.

The MAP branded program provides for partial reimbursement (up to 50 percent) of approved activities such as international advertising, the development, translation and distribution of promotional materials, and participation in foreign trade shows and exhibitions. Funds cannot be used for travel or personnel reimbursement. An administrative fee is charged to participate in the program.

The total amount of funds available to USLGE for brand promotions is set by FAS. The allocation of these funds will be made to eligible participants on a fair and equitable basis as set by FAS and consistent with the goals and objectives of the MAP program as outlined by Congress. Funding criteria is based, in part, upon available funding, anticipated economic impact and the completeness of the application.

Interested parties should request a FY03 MAP Branded Application and Program Guidelines booklet from U.S. Livestock Genetics Export, Inc., 1000 Executive Parkway, Suite 120, St. Louis, MO 63141-6369, Phone: 314/469-2278, Fax: 314/469-6233, email: uslge@uslge.org.

Applications will be considered throughout the year pending the availability of funding. Should you have any further questions regarding this program opportunity, please contact Gus Eliopulos at the Idaho State Department of Agriculture at 208-332-8678.